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# THE NARRATIVE

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George Brown College: Multi-Year Plan: 1973-77

T H E N A R R A T I V E

GEORGE BROWN COLLEGE:      MULTI-YEAR PLAN:      1973-77

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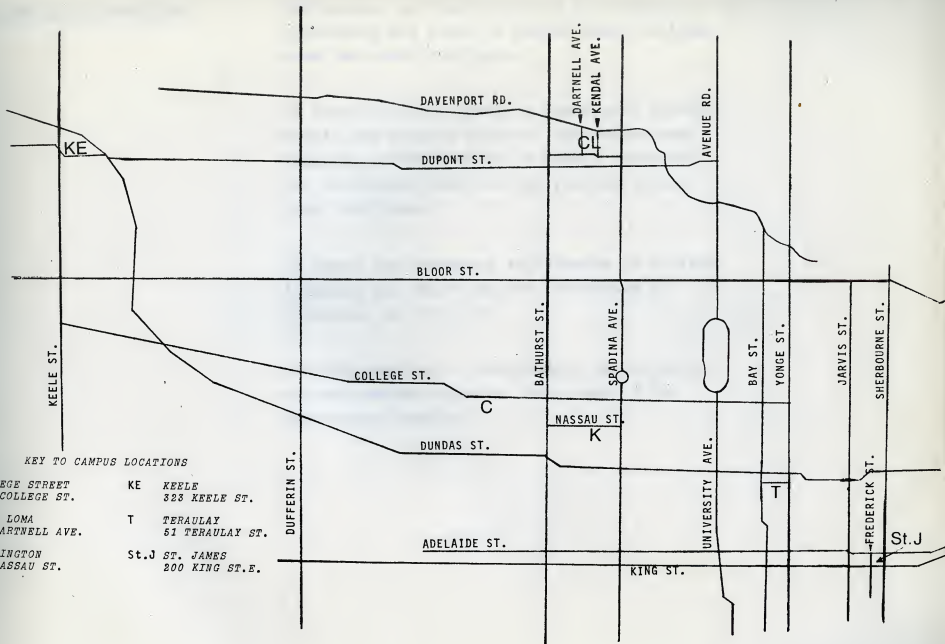
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## SCOPE & PURPOSE OF NARRATIVE

The purpose of this Narrative is to describe the objectives and plans of George Brown College over the next five years.

It highlights the changing employment picture within the City of Toronto, the educational response of the College in recent years and the directions that will be pursued in the next five years.

It notes any necessary adjustments in College Programs and describes the techniques of enrolment projections.

It concludes with a descriptive appreciation of the complex computer print-outs of the multi-year Reports.



In 1967 Community Colleges came into being throughout the Province of Ontario. Each College was given a region to which it should primarily respond in terms of educational content in relation to the needs of its populace. For George Brown College the prime community was the City of Toronto - the inner City of Metropolitan Toronto. In reality, College students come from a wider area, and always will, but the emphasis will always be in response to the needs of its local community.

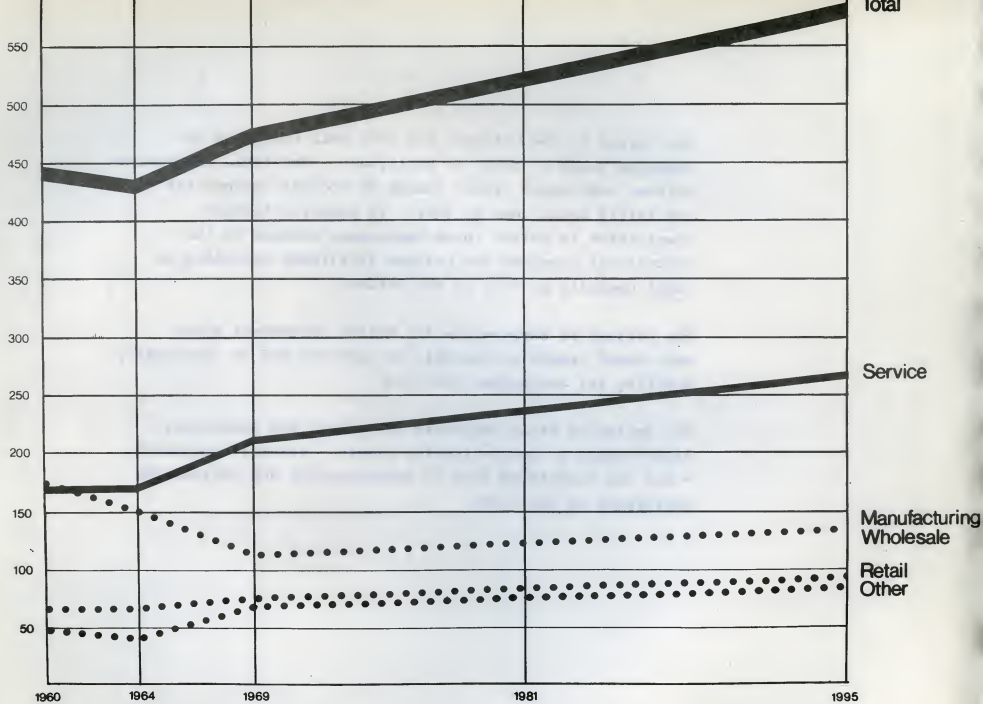
Some 713,000 people live in the City of Toronto. Though its population is fairly stable in total numbers of residents, its ethnic composition and life styles are cosmopolitan compared with the balance of the metropolitan populace. The City is the natural receiving area for immigrants, be they people from the rest of the Province, Canada or other countries.

All this is common knowledge and has been documented many times over. It needs no further elaboration in this Report.

More vital to the College, and less well known, is the changing scene in terms of employment. Available information defines employment growth change in economic categories - and fairly broad ones at that. It requires further examination to relate these employment changes to the educational programs the College is already providing or might usefully provide in the future.

The College is responsible for making judgements about employment trends in specific occupations and is continually updating its techniques for this.

The following Table indicates the growth and increasing significance of people serving people - service employment - and the decreasing role of manufacturing and wholesaling employment in the City.



Employment Composition: City of Toronto

TABLE NO. 1

3.

EMPLOYMENT COMPOSITION: CITY OF TORONTO: 1960, 1964, 1969 & 1995

Year	1		2		3		4		5	
	Manufacturing & Wholesale		Retail		Service		Other		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
1960	167,534	37.3	65,247	14.6	167,463	37.3	48,637	10.8	448,881	100.0
1964	151,428	34.7	65,231	15.0	173,673	39.8	45,936	10.5	436,268	100.0
1969	114,560	23.9	77,629	16.2	217,302	45.4	69,429	14.5	478,920	100.0
1995*	138,041	23.6	94,340	16.2	267,682	45.8	84,291	14.4	584,354	100.0

N.B. 1) Manufacturing & Wholesale embraces: Manufacturing, Construction & Wholesale Trade.

2) Retail embraces: All retail employment

3) Service embraces: Finance, Real Estate, Insurance, Business Services, Personal & Recreational Services, Community & Government Services

4) Other embraces: Primary, Transportation, Communication & Storage.

\* 1995 projection by Metropolitan Toronto Planning Board  
with interpolation by the Consultant to the College.

The City, of course, is not an island unto itself. It is in fact the central focus of the Metropolitan Toronto area. The very nature of a metropolitan area indicates the complexity of daily patterns of people between where they live and where they work. As a result, the College has no rigid territorial boundaries from which it draws its student body. This picture holds true for its three sister Colleges in the Metropolitan area.

It is therefore helpful to indicate changing employment composition between the City, the balance of Metropolitan Toronto and the metropolitan area as a total entity. The following Tables taking the years 1960, '64, '69 and 1995 illustrate not only the changes that have already taken place during the last decade, but what can be anticipated in the future.

EMPLOYMENT: CITY OF TORONTO & METRO 1960

<u>Area</u>	<u>Manufacturing &amp; Wholesale</u>		<u>Retail</u>		<u>Service</u>		<u>Other</u>		<u>Total</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
City	167,534	55.0	65,247	70.5	167,463	76.3	48,637	83.6	448,881	66.5
Balance of Metro	136,923	45.0	27,301	29.5	52,044	23.7	9,501	16.4	225,770	33.5
Metro (totals)	304,457	100.0	92,548	100.0	219,507	100.0	58,138	100.0	674,651	100.0

EMPLOYMENT COMPOSITION: CITY & METRO (in percentages) 1960

<u>Area</u>	<u>Manufacturing &amp; Wholesale</u>	<u>Retail</u>	<u>Service</u>	<u>Other</u>	<u>Total</u>
City	37.3	14.6	37.3	10.8	100.0
Balance of Metro	60.6	12.1	23.1	4.2	100.0
Metro (totals)	45.1	13.7	32.6	8.6	100.0

TABLE NO. 3

EMPLOYMENT: CITY OF TORONTO & METRO 1964

<u>Area</u>	<u>Manufacturing &amp; Wholesale</u>		<u>Retail</u>		<u>Service</u>		<u>Other</u>		<u>Total</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
City	151,428	48.9	65,231	62.2	173,673	72.9	45,936	78.3	436,268	61.3
Balance of Metro	158,374	51.1	39,686	37.8	64,706	27.1	12,714	21.7	275,480	38.7
Metro (totals)	309,802	100.0	104,917	100.0	238,379	100.0	58,650	100.0	711,748	100.0

EMPLOYMENT COMPOSITION: CITY & METRO (in percentages) 1964

<u>Area</u>	<u>Manufacturing &amp; Wholesale</u>	<u>Retail</u>	<u>Service</u>	<u>Other</u>	<u>Total</u>
City	34.7	15.0	39.8	10.5	100.0
Balance of Metro	57.5	14.4	23.5	4.6	100.0
Metro (totals)	43.5	14.8	33.5	8.2	100.0

EMPLOYMENT: CITY OF TORONTO & METRO 1969

Area	<u>Manufacturing &amp; Wholesale</u>		<u>Retail</u>		<u>Service</u>		<u>Other</u>		<u>Total</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
City of Toronto	114,560	35.7	77,629	56.2	217,302	66.0	69,429	69.8	478,920	53.9
Balance of Metro	206,761	64.3	60,485	43.8	111,779	34.0	30,076	30.2	409,101	46.1
Metro (totals)	321,321	100.0	138,114	100.0	329,081	100.0	99,505	100.0	888,021	100.0

EMPLOYMENT COMPOSITION: CITY & METRO (in percentages) 1969

<u>Area</u>	<u>Manufacturing &amp; Wholesale</u>	<u>Retail</u>	<u>Service</u>	<u>Other</u>	<u>Total</u>
City	23.9	16.2	45.4	14.5	100.0
Balance of Metro	50.5	14.8	27.3	7.4	100.0
Metro (totals)	36.2	15.5	37.1	11.2	100.0



TABLE NO. 5

EMPLOYMENT: CITY OF TORONTO & METRO 1995\*

	<u>Manufacturing &amp; Wholesale</u>		<u>Retail</u>		<u>Service</u>		<u>Other</u>		<u>Total</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
City	138,041	25.5	94,340	47.0	267,682	57.7	84,291	60.7	584,354	43.4
Balance of Metro	403,886	74.5	106,270	53.0	196,078	42.3	54,552	39.3	760,785	56.6
Metro (Total)	541,927	100.0	200,610	100.0	463,760	100.0	138,843	100.0	1,345,140	100.0

EMPLOYMENT COMPOSITION: CITY & METRO (in percentages) 1995\*

<u>Area</u>	<u>Manufacturing &amp; Wholesale</u>	<u>Retail</u>	<u>Service</u>	<u>Other</u>	<u>Total</u>
City	23.6	16.2	45.8	14.4	100.0
Balance of Metro	53.1	13.9	25.8	7.2	100.0
Metro	40.3	14.9	34.5	10.3	100.0

\* Source: Metropolitan Planning Board with  
interpolations by the College Consultant.

The Past

George Brown College came into being in 1967 by the merging of two existing Trade Schools - the Provincial Institute of Trades and the Provincial Institute of Trades and Occupations.

The College acquired facilities in two locations - in the Kensington Market area and immediately south of Casa Loma. These facilities provided a capacity for some 2,000 full-time students (including a two shift operation).

60 Programs were established embracing Applied Arts, Business and Technology. At that time enrolment was equally divided between apprentice and post-secondary programs.

In 1969, four adult education centres were added to the College. Facilities were rented at Bloor/Yonge, at College Street west of Bathurst, at Teraulay Street (Eatons Warehouse adjacent to the City Hall) and at Keele Street adjacent to Annette Street. These rented facilities permitted a five-fold increase. The student body at that time was 80% manpower retraining, 10% apprentice and 10% post-secondary.

It was in 1969 that the College prepared its Education Prospectus which received Provincial approval. Entitled the "City is the Campus" this document sought to highlight how the College could serve the educational needs of the residents of the City of Toronto. Policies were subsequently established to provide all students equal rights of access to the educational resources of the College.

Each campus was planned to offer courses for all categories of students and each faculty member scheduled to meet a wide cross-section of the student population. The concept of a separate extension department was abandoned and all programs and courses within a discipline made the responsibility of its chairman.

A computer system was established, based on time sharing, to maximise the usefulness of the computer for students. Some 80% of computer time was devoted to education and only 20% to administration including student and financial records.

As a general policy physical facilities have been kept operating as many hours as possible to meet student demands and increase efficient utilisation of plant. As a result, double shifts have been adopted wherever practical, i.e. 8 a.m. - 3 p.m., 4 p.m. - 11 p.m.

From the beginning a "low profile" administration was created by giving a large number of academic managers direct access to the President. This facilitated rapid responses to demands for changes within and without the College.

#### Today and Tomorrow

Because of the unique make-up of its community, the role of the College has been significantly different from that of other community colleges. As the broad role of the latter has been to provide a viable post-secondary education as an alternative to that offered by Universities, most of the activities of George Brown have been directed to solving the immediate problems of the huge influx of immigrants and the growing number of Federal Manpower students. The College's primary education role has been to provide basic educational skills, including English as a Second Language, to prepare students for entry to vocational programs.

Percent

100

90

80

70

60

50

40

30

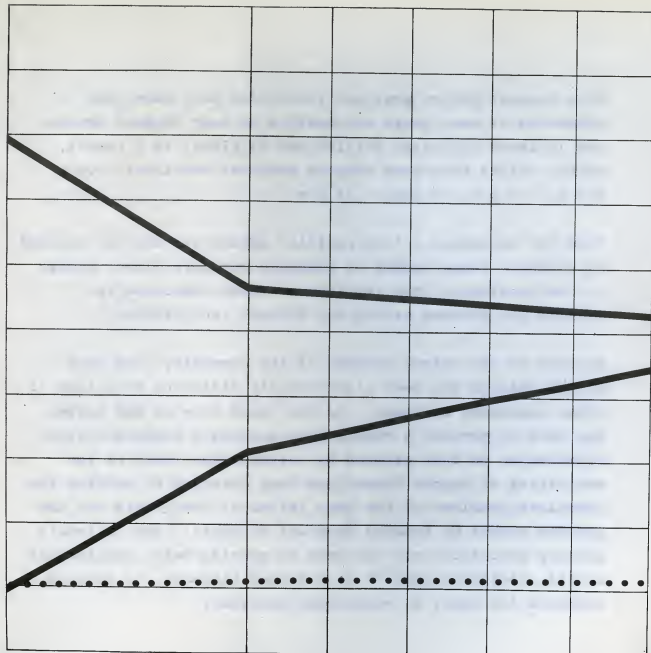
20

10

69-70

72-73

77-78



Manpower Retraining

Post Secondary

Apprentice

Enrolment Composition

Recently the Provincial Government has redistributed the Basic Education programs amongst the metro Colleges to alter the enrolment composition at George Brown College.

An indication of this new thrust can be illustrated by the following Table:

TABLE NO. 6 ENROLMENT COMPOSITION 1969, '72 AND '77

<u>Year</u>	<u>Post Secondary</u>	<u>Manpower Retraining</u>	<u>Apprentice</u>
1969/70	10%	80%	10%
1972/73	32%	57%	11%
1977/78	45%	53%	12%

The College is making a determined effort to increase its enrolments in post-secondary programs to meet the growing needs for Diploma graduates. The range of post-secondary programs is also increasing to reflect the expanding specialized labour market of the industrial and business community.

TABLE NO. 7 POST-SECONDARY ENROLMENT 1972/73

<u>Division</u>	<u>Program</u>	<u>Index Code</u>	<u>Students</u>	
Applied	Child Care Worker	AP1	106	
Arts	Dental Technician	AP2	52	
	Addiction Counsellor	AP3	15	
	Day Care Worker	AP5	35	
	Dental Assistant	AP41	<u>24</u>	232
Architectural Technology	Air Conditioning Technician	AR1	47	
	Survey Technician	AR2	55	
	Construction Technician	AR3	29	
	Drafting Technician (Architectural)	AR4	83	
	Concrete Technician	AR9	<u>12</u>	225

TABLE NO. 7 POST-SECONDARY ENROLMENT 1972/73 (Cont'd)

<u>Division</u>	<u>Program</u>	<u>Index Code</u>	<u>Students</u>
Business and Commerce	Business Administration	B1 B2 B3 B4	141
	Accounting	B1	43
	Electronic Data Processing	B2	16
	Marketing	B3	22
	General Business Administration	B4	20
	General Secretarial Science	B5	89
	Legal Secretarial	B6	10
	Medical Secretarial	B7	<u>12</u> 353
Electrical and Electronics	Design Technician	EL1	2
	Electrical Technician	EL2	48
	Electronics Technician	EL3	131
	Electronics Technology	EL5	19
	Electrical Technology	EL6	<u>6</u> 205
Engineering Technology	Instrumentation Technician	EN1	18
	Plastics Theory & Techniques	EN2	11
	Tool & Die Design	EN3	20
	Toolmaking Technician	EN4	22
	Machine & Product Design	EN5	22
	Coatings Technician	EN9	3
	Orthotic-Prosthetics Techniques	EN10	38
	Watchmaking	EN11	23
	Precision Instrument Techniques	EN12	1
	Plastics Theory & Techniques		
	Technician B	EN50	5
	Welding Specialist	EN53	<u>22</u> 185



TABLE NO. 7 POST-SECONDARY ENROLMENT 1972/73 (Cont'd)

15.

<u>Division</u>	<u>Program</u>	<u>Index Code</u>	<u>Students</u>	
Food Technology	Food Processing Technology	F1	33	
	Dietary Services Administration	F2	15	
	Food Administration	F3	22	
	Hotel/Motel Administration	F4	53	
	Chef Training (pre-employment)	F42	<u>59</u>	182
Apparel Technology	Creative Fashion	FT1	45	
	Jewelry Arts	FT2	<u>27</u>	72
Graphic Arts	Printing Technician	G1	67	
	Graphic Design	G2	<u>84</u>	151
*Marine Technology	Marine Engineering Cadet	M1	12	
	Navigation Officer Cadet	M2	<u>5</u>	17

\*Marine Technology is being "phased out" due to declining enrolments.

N.B. There is rarely a relationship between low enrolments (less than 15) and class size. Various combinations are made to make economically sound class sizes.

The College is now in the development stage of Computer Assisted Learning Programs (C.A.I.) as part of a movement towards Independent Learning Programs for its student body. Students are furthermore encouraged to qualify for a vocation by combining a variety of educational experiences i.e., full-time, part-time, co-op programs and on-the-job training.

In terms of still further improving its own internal operations the College is now managed through three standing Committees, namely:

1. Student Services - This deals with recruitment, placement, housing, scholarships, bursaries and grants, public relations and counselling.
2. Academic - This deals with curriculum and all existing and evolving learning techniques.
3. Administration - This deals with College administration, Budgetting, Computer Services, Purchasing, Finance and Personnel matters.

As the College enrolment composition and educational content changes, so also will there be a move to consolidate its physical facilities and locations within the City of Toronto. Rental accommodation will be phased out as the College moves to permanent and wholly-owned accommodations.

The Keele Street location will close in September, 1973. At the same time the Casa Loma Campus will be fully occupied drawing all streams of students involved in the Building Trades to that location.

The Teraulay Street campus will close in September, 1975, concurrent with the opening of the St. James campus\* in the King/Adelaide/Jarvis Street area close to downtown.

In late 1975 the College Street facilities will be phased out leaving the College in three permanent locations within the City - Kensington Market, Casa Loma and St. James.

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\* There is some doubt about the status of the St. James Campus project since the recent decision of the Ministry of Colleges and Universities to stop expenditures on capital projects.

Yet a further example could be related to Fashion Technology which itself has evolved from a set of self-contained courses. Using this as an existing base, there could be a related full-time program in Apparel Technology, the thrust of which would be in pattern grading using computer techniques. This Program would be related to the production techniques of the City's Garment industry.

#### NEW COLLEGE PROGRAMS

Three entirely new Programs are under review by the College to be introduced during the Multi-year Plan. They are as follows:

##### 1) Hospitality Industry

The College will shortly present a Brief to the Federal and Provincial Governments, proposing the establishment of a "Human Resource Centre". This Centre will seek to:

- a) Identify positions unfilled in the Hospitality industry.
- b) Predict future needs.
- c) Design Course/Programs to train people who are presently in the industry as well as preparing those outside to enter it.
- d) Help people (in or out of the industry) to plan a career path in the industry.
- e) Develop standards of performance through certification techniques.

The justification for the development of a Human Resource Centre (not to be construed as a building) is based on research that indicates that within the Province of Ontario there will be a demand for 60-70,000 jobs over the next five years related to Accommodation and Dining Services in the Hospitality industry.

2) Dental Therapists

Denturists are self-employed persons. The College will seek approvals to mount a 3 year program in Dental Therapy with an entrance requirement of Grade XII (Science). The Program would be full-time with a first year intake of some 20 students.

3) Dental Hygienists

These people are Nurses employed by Dentists. The College will seek approvals to mount a 2 year full-time Program in Dental Hygiene. The entrance requirement would be Grade XII with a first year intake of between 20 and 30 students.

During the next five years the College plans to reduce the training time for Technologist Programs from three to two calendar years. This will be accomplished by increasing the number of weeks of instruction in each year while maintaining the minimum of 2,400 contact hours. Technician Programs will be accelerated in a similar manner.

There are many advantages to the accelerated plan:

- a lower attrition rate between years
- a lower overall cost to the student
- a lower cost to the taxpayer because of an increase in the use of facilities.

ENROLMENT PROJECTIONS

Anticipated enrolments for the next five year period are graphically shown in the attached Chart.

In the last two years the difference between anticipated and actual enrolments across the Province has brought into question the credibility of enrolment projections. At the risk of boring its reader the College has therefore thought it advisable to show the rigor it has applied in attempting to anticipate the number of students that could enrol at the College between September of 1973 and September of 1977.

Separate projections have been made for each main stream of students commencing with these coming from Secondary Schools (Post-Secondary Students).

Post-Secondary Enrolment

Trends over the last few years have been examined in detail - where students have come from, age levels, education levels and how long they stay at College. Certain trends appear but these have not necessarily been taken as gospel, for the past is not always a guide as to the future. Certain assumptions have been made and their consequences predicted.

Finally, two projections have been made which indicate a range of likely student enrolments since the many variables at work make it misleading to project any finite enrolment for any one year. It appears that there is very little difference between the upper and lower limits in the next two or three years.

Projections have been approached, by assessing 1st year intake in any one year and then making allowance for students in their 2nd, 3rd, or 4th year at the College.

Commencing with 1st year intake, projections of Secondary School enrolments in the City of Toronto were determined with an estimate of graduates who might go to George Brown College. Students from other areas were then added to arrive at a 1st year intake in any one year. This step by step procedure is shown in the following Tables.



TABLE NO. 8

Actual and Projected Enrolments: City of Toronto Secondary Schools and  
Separate Schools, Combined, for Grades 7 - 13\*

<u>Year</u>	<u>Grade 7</u>	<u>Grade 8</u>	<u>Grade 9</u>	<u>Grade 10</u>	<u>Grade 11</u>	<u>Grade 12</u>	<u>Grade 13</u>
1968/69	8,739	8,590	10,880	9,518	5,951	5,197	2,929
1969/70	8,449	8,037	9,982	8,558	6,470	5,338	2,973
1970/71	8,501	8,120	11,828	10,236	7,268	5,703	3,203
1971/72	8,826	8,060	11,653	10,165	7,546	5,761	3,332
1972/73	8,531	8,052	11,133	10,096	7,547	5,872	3,239
<hr/>							
1973/74		7,849	11,112	9,797	7,572	5,811	3,288
1974/75			10,832	9,779	7,348	5,830	3,254
1975/76				9,532	7,334	5,658	3,265
1976/77					7,149	5,647	3,168
1977/78						5,719	3,162

\* Source: City of Toronto Board of Education, Metropolitan  
Separate School Board, for 1968/69 to 1972/73 figures.  
Projections by the College Consultant.

Grade 12 Enrolment and Graduates: City of Toronto

<u>Academic Year</u>	<u>Grade 12 Enrolment</u>	<u>% Graduated</u>	<u>Grade 12 Graduates</u>
1969/70	5,338	90.0	
1970/71	5,703	90.0	4,804
1971/72	5,761	90.0	5,132
1972/73	5,872	90.0	5,185
<hr/>			
1973/74	5,811	90.0	5,285
1974/75	5,830	90.0	5,230
1975/76	5,658	90.0	5,247
1976/77	5,647	90.0	5,092
1977/78	5,719	90.0	5,082

TABLE NO. 10

Grade 13 Enrolment and % of Potential Students expected to go to a C.A.A.T.

<u>Academic Year</u>	<u>Grade 13 Enrolment</u>	<u>25% of Grade 13 Enrolment</u>
1969/70	2973	
1970/71	3203	743
1971/72	3332	800
1972/73	3239	833
<hr/>		
1973/74	3288	809
1974/75	3254	822
1975/76	3265	814
1976/77	3168	816
1977/78	3162	792

Grade 12 Graduates and 25% of Grade 13 Enrolment

<u>Academic Year</u>	<u>Grade 12 Graduates</u>	<u>25% of Grade 13</u>	<u>Col. 2 &amp; 3 Total</u>
1970	4804	743	5547
1971	5132	800	5932
1972	5185	833	6018
<hr/>			
1973	5285	809	6094
1974	5230	822	6052
1975	5247	814	6061
1976	5092	816	5908
1977	5082	792	5874

TABLE NO. 12

Potential Secondary School Students from City of Toronto  
attending C.A.A.T.S. in Ontario

<u>Academic Year</u>	<u>Secondary School Students (gr. 12 + 25% Gr. 13)</u>	<u>Attending C.A.A.T.S.</u>	
1970	5547	1033	18.62
1971	5932	1186	19.99
1972	6018	1359	22.58
<hr/>			
1973	6094	1523	25.0
1974	6052	1634	27.0
1975	6061	1757	29.0
1976	5908	1801	30.5
1977	5874	1880	32.0

TABLE NO. 13

29.

Number of City of Toronto Secondary School Students attending  
C.A.A.T. in Ontario and George Brown College

<u>Academic Year</u>	<u>No. of Students to C.A.A.T.S. from City</u>	<u>Estimate A</u>		<u>Estimate B</u>	
		<u>Going to George Brown</u>	<u>%</u>	<u>Going to George Brown</u>	<u>%</u>
1970/71	1033	107	10.35	107	10.35
1971/72	1186	125	10.54	125	10.54
1972/73	1359	194	14.28	194	14.28
<hr/>					
1973/74	1523	274	18.0	297	19.5
1974/75	1634	359	22.0	408	25.0
1975/76	1757	439	25.0	533	30.3
1976/77	1801	504	28.0	662	36.8
1977/78	1880	564	30.0	770	41.0

1st Year Enrolment (Estimate A)  
by Geographical Origin of Students

<u>Academic Year</u>	<u>City of Toronto</u>		<u>From Metro Excl. City</u>		<u>Ontario Excl. Metro</u>		<u>Other Canada and Foreign</u>		<u>Total</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
1972/73	150	14.4	142	13.7	185	17.8	563	54.1	1039	100.0
<hr/>										
1973/74	274	22.2	192	15.6	245	19.8	524	42.5	1235	100.0
1974/75	359	25.2	254	17.8	318	22.3	492	34.5	1425	100.0
1975/76	439	28.0	294	18.7	374	23.8	463	29.5	1570	100.0
1976/77	504	30.1	322	19.2	402	24.0	447	26.7	1675	100.0
1977/78	564	32.2	339	19.4	420	24.0	427	24.4	1750	100.0

TABLE NO. 15

1st Year Enrolment (Estimate B)  
by Geographical Origin of Students

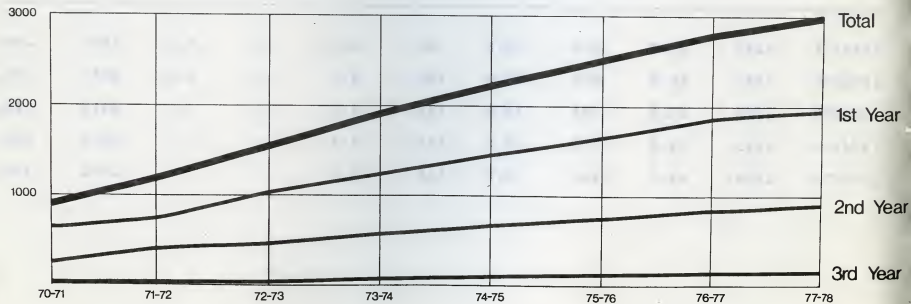
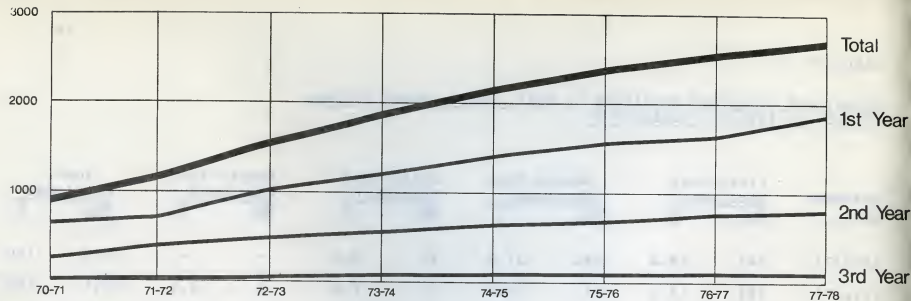
Academic Year	City of Toronto		From Metro Excl. City		Ontario Excl. Metro		Other Canada and Foreign		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
1972/73	150	14.4	142	13.7	185	17.8	562	54.1	1039	100.0
1973/74	297	23.6	192	15.3	245	19.5	524	41.7	1258	100.0
1974/75	408	27.7	254	17.3	318	21.6	492	33.4	1472	100.0
1975/76	533	32.0	294	17.7	374	22.5	463	27.8	1664	100.0
1976/77	662	36.1	322	17.6	402	21.9	447	24.4	1833	100.0
1977/78	770	39.4	339	17.3	420	21.5	427	21.8	1956	100.0



TABLE NO. 16

Actual and Projected Enrolment by Year, George Brown College  
1970/71 to 1976/77, Estimate A

Academic Year	First Year Enrolment		Second Year Enrolment		Third Year Enrolment		Fourth Year Enrolment		Total Enrolment	
	No.	%	No.	%	No.	%	No.	%	No.	%
1970/71	647	69.2	261	27.9	27	2.9	-	-	935	100.0
1971/72	768	63.4	411	33.9	31	2.6	1	0.1	1211	100.0
1972/73	1039	65.6	491	31.0	52	3.3	1	0.1	1583	100.0
1973/74	1235	65.0	570	30.0	92	4.8	3	0.2	1900	100.0
1974/75	1425	65.0	656	30.0	106	4.8	5	0.2	2192	100.0
1975/76	1570	65.0	724	30.0	121	5.0	-	-	2415	100.0
1976/77	1675	65.0	773	30.0	114	4.4	-	-	2576	100.0
1977/78	1750	65.0	808	30.0	112	4.2	-	-	2692	100.0



Actual & Projected Enrolments: Post-Secondary

Actual and Projected Enrolment by Year, George Brown College  
1970/71 to 1977/78 Estimate B

Academic Year	First Year Enrolment		Second Year Enrolment		Third Year Enrolment		Fourth Year Enrolment		Total Enrolment	
	No.	%	No.	%	No.	%	No.	%	No.	%
1970/71	647	69.2	261	27.9	27	2.9	-	-	935	100.0
1971/72	768	63.4	411	33.9	31	2.6	1	0.1	1211	100.0
1972/73	1039	65.6	491	31.0	52	3.3	1	0.1	1583	100.0
<hr/>										
1973/74	1258	65.0	580	30.0	94	4.8	3	0.2	1935	100.0
1974/75	1472	65.0	680	30.0	108	4.8	5	0.2	2265	100.0
1975/76	1664	65.0	768	30.0	128	5.0			2560	100.0
1977/78	1833	65.0	846	30.0	141	5.0			2820	100.0
1977/78	1956	65.0	903	30.0	150	5.0			3009	100.0

Percent

60

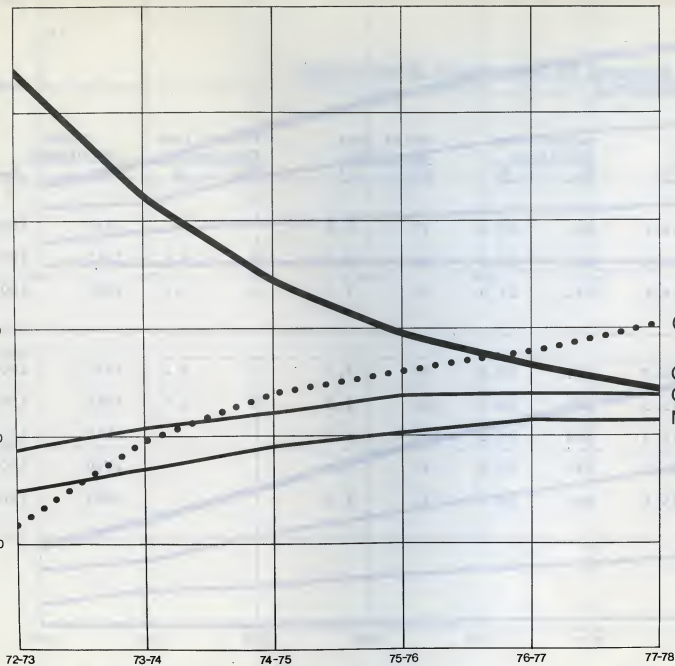
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20

10



City of Toronto

Other Provinces & Foreign

Ontario (Excl. Metro)

Metro Toronto (Excl. City)

Projected Geographic Distribution of Enrolment

The following two Tables indicate the assumptions made about the Generation of Students to George Brown and about their Educational levels.

TABLE NO. 18

Geographical Distribution of Enrolment, George Brown College, 1970/71 to 1977/78\*

<u>Academic Year</u>	<u>City of Toronto</u>		<u>Metro Toronto (Excl. City)</u>		<u>Ontario (Excl. Metro)</u>		<u>Other Provinces &amp; Foreign</u>		<u>Total Enrolment</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
1972/73	189	11.9	239	15.1	298	18.8	857	54.1	1583	100.0
1973/74	370	19.5	328	17.2	395	20.8	807	42.5	1900	100.0
1974/75	524	23.9	423	19.3	488	22.3	757	34.5	2192	100.0
1975/76	630	26.1	492	20.4	575	23.8	717	29.7	2415	100.0
1976/77	716	27.8	554	21.5	618	24.0	687	26.7	2576	100.0
1977/78	810	30.1	579	21.5	646	24.0	657	24.4	2692	100.0

\* Actual student figures are as for Estimate A of total enrolment.

TABLE NO. 19

Educational Achievements Levels of George Brown Students 1970/71 - 1977/78\*

Academic Year	Grade 12		Grade 13		Mature Students		Other		Transfers from Universitites/ C.A.A.T.S.		Total Enrolment	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1970/71	675	72.2	169	18.1	77	8.2	8	0.9	6	0.5	935	100.0
1971/72	835	70.9	209	17.8	130	11.0	-	-	3	0.3	1177	100.0
1972/73	534	33.5	133	8.3	682	42.8	224	14.1	20	1.2	1593	100.0
<hr/>												
1973/74	832	43.8	180	9.5	665	35.0	190	10.0	33	1.7	1900	100.0
1974/75	932	42.5	236	10.8	767	35.0	219	10.0	38	1.7	2192	100.0
1975/76	997	41.3	290	12.0	845	35.0	242	10.0	41	1.7	2415	100.0
1976/77	1037	40.3	335	13.0	902	35.0	258	10.0	44	1.7	2576	100.0
1977/78	1058	39.3	378	14.0	942	35.0	269	10.0	45	1.7	2692	100.0

\* Actual student figures are the same as for Estimate A.

## Apprenticeship Enrolment

Control over apprenticeship enrolments rests with the Provincial Government which refers students to courses in specific Colleges.

George Brown College has always given high priority to the development of Apprenticeship programs and has allocated major areas in the new Casa Loma Campus to them. It is anticipated that the College will remain one of the principal training centres for Apprentices in the coming years.

Forecasted enrolments, shown in Table 20, show a slight increase over the planning period 1972 to 1976.

THE GEORGE BROWN COLLEGE

of Applied Arts and Technology

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TABLE NO. 20

APPRENTICESHIP TRAINING PROGRAMS	LENGTH	1972-73		1973-74		1974-75		1975-76		1976-77	
Industrial Electronics CTL	8	5 x 30	150	5 x 30	150	5 x 40	200	5 x 40	200	5 x 40	200
Baking	15	2 x 20	40	2 x 20	40	2 x 20	40	2 x 20	40	2 x 20	40
Barbering	18	2 x 16	32	2 x 20	40	2 x 25	50	2 x 25	50	2 x 25	50
Carpentry	8	5 x 60	300	5 x 60	300	5 x 60	300	5 x 60	300	5 x 60	300
Cement Mason	8	2 x 20	40	5 x 20	100	5 x 20	100	5 x 20	100	5 x 20	100
Chef Training	15	2 x 60	120	2 x 60	120	2 x 80	160	2 x 80	160	2 x 80	160
Electrical Construction	8	5 x 150	750	5 x 180	900	5 x 180	900	5 x 180	900	5 x 180	900
Glaxier & Metal Mechanic	8	3 x 16	48	4 x 16	64	4 x 16	64	4 x 16	64	4 x 16	64
Hairdressing	8	5 x 30	150	5 x 30	150	5 x 30	150	5 x 30	150	5 x 30	150
Ironworker	8	5 x 32	160	5 x 40	200	5 x 40	200	5 x 40	200	5 x 40	200
Lathing	10	4 x 20	80	4 x 20	80	4 x 20	80	4 x 20	80	4 x 20	80
Machinist	8	5 x 40	200	5 x 20	100	5 x 40	200	5 x 40	200	5 x 40	200
Masonry & Bricklaying	8	5 x 20	100	5 x 20	100	5 x 20	100	5 x 20	100	5 x 20	100
Millwright	8	5 x 40	200	5 x 40	200	5 x 40	200	5 x 40	200	5 x 40	200
Painting & Decorating	8	2 x 16	32	2 x 16	32	2 x 16	32	2 x 16	32	2 x 16	32
Plastering	8	2 x 16	32	2 x 16	32	2 x 16	32	2 x 16	32	2 x 16	32
Plumbing	8	5 x 60	300	5 x 60	300	5 x 60	300	5 x 60	300	5 x 60	300



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TABLE NO. 20

APPRENTICESHIP TRAINING PROGRAMS	LENGTH	1972-73		1973-74		1974-75		1975-76		1976-77	
Radio & Television	18	2 x 35	70	2 x 40	80	2 x 40	80	2 x 40	80	2 x 40	80
A/C & Refrigeration	8	5 x 20	100	5 x 25	125	5 x 30	150	5 x 30	150	5 x 30	150
Retail Meat Cutting	15	2 x 8	16	2 x 10	20	2 x 10	20	2 x 10	20	2 x 10	20
Sheet Metal Mechanic	8	5 x 60	300	5 x 80	400	5 x 80	400	5 x 80	400	5 x 80	400
Steamfitting	8	5 x 80	400	5 x 80	400	5 x 80	400	5 x 80	400	5 x 80	400
Structural S. Drafting	8	1 x 0	0	1 x 0	0	1 x 15	15	1 x 15	15	1 x 15	15
Toolmaking	8	5 x 20	100	5 x 20	100	5 x 20	100	5 x 20	100	5 x 20	100
Watchmaking	32	1 x 9	9	1 x 10	10	1 x 10	10	1 x 10	10	1 x 10	10
Sprinkler Fitter	8	5 x 20	100	5 x 20	100	5 x 20	100	5 x 20	100	5 x 20	100
<u>TOTALS:</u>		3829		4143		4383		8383		4383	

DOES NOT INCLUDE  
WINTER WORKS OR  
PRE/APPRENTICES

## Manpower Enrolment (Adult Training)

Traditionally, ninety percent of the students have been recruited by Canada Manpower Centres and ten percent directly by the College. Purchases are made annually using training days as the base. Table 21 shows the purchases for the fiscal year 1972-73.

Projections for Adult Training programs have been based on the assumptions that the demand for such programs will continue to grow while the percentage of referrals by Canada Manpower will decrease.

The projections were originally made in training days and later converted to enrolments. The conversion process leads to a number of computational errors when attempts are made to make the structure too fine. For example, College scheduling and the Connect/Campus Model use the contact hour as the basis for most calculations and all training days do not contain equal numbers of hours.

SUMMARY OF MANPOWER PURCHASES APRIL 1, 1972 - MARCH 31, 1973Skill Courses

Carry-Over 1971-1972	177,940	
Purchases April 1972 - August 1972	50,750	
Purchases September 1972 - March 1973	114,570	
Purchases Commercial	<u>80,880</u>	
	424,140	
Carry-Over 1973-74	89,240	
Plus Ontario Referrals	<u>42,000</u>	466,140

English As A Second Language (E.A.S.L.)

Carry-Over 1971-1972	47,575	
Purchases April 1972 - August 1972	77,040	
Purchases September 1972 - March 1973	<u>69,050</u>	
	193,665	
Carry-Over 1973-74	43,750	
Plus Ontario Referrals	<u>19,366</u>	213,031

Basic Upgrading (B.T.S.D.)

Carry-Over 1971-1972	5,900	
Purchases April 1972 - March 1973	<u>79,900</u>	
	85,800	
Plus Ontario Referrals	<u>8,580</u>	94,380

Grand Total		773,551
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FM FEDERAL MANPOWER

PM PROVINCIAL MANPOWER

TRAINING DAYS

MANPOWER RETRAINING PROGRAMS	MODEL CODE	LENGTH	1971/72	1972/73	1973/74	1974/75	1975/76	1976/77
Appliance Servicing	70	40	FM 8,321 PM 2,699	15,595 2,659	14,690 3,730	15,645 3,880	16,365 4,020	16,692 4,100
Basic Training for Skill Development	117 99	60	FM 116,826 PM 43,478	85,000 29,000	75,000 36,210	79,875 37,910	83,549 39,310	85,220 40,100
Bakery Pre-Employment	206	40	FM 2,331 PM 324	7,150 324	6,360 420	6,773 440	7,085 455	7,227 465
Blueprint Reading (Part-time Staff for 8 weeks only)	68	*8	FM 1,943 PM 176	2,375 176	600 225	639 235	668 245	682 250
Blueprint Reading for Welders (Basic & Advanced)	227	16	FM 1,882 PM 291	1,775 291	2,110 375	2,247 390	2,350 405	2,398 415
Business Equipment Servicing	59	48	FM 3,678 PM 1,009	10,900 1,009	9,600 1,300	10,224 1,360	10,694 1,410	10,908 1,440
Certified Building Custodians	76	14	FM 10,247 PM 443	14,100 443	13,050 570	13,898 595	14,538 620	14,828 630
Certified Visiting Homemakers	102	*12	FM 1,524 PM 44	450 44	-	-	-	-
Chef Refresher	211	* 8	FM 351					
CCTV/VTR	228	*15	FM 1,314					
Color Television	210	*10	FM 1,656 PM 83	1,100 83	490 110	522 115	546 120	557 125
Commercial Art	194	40	FM 4,485 PM 2,121	4,615 2,121	5,505 2,740	5,863 2,870	6,133 2,975	6,255 3,035

\* Shorter than simulation periods

## of Applied Arts and Technology

FM FEDERAL MANPOWER  
PM PROVINCIAL MANPOWER

## TRAINING DAYS

MANPOWER RETRAINING PROGRAMS	MODEL CODE	LENGTH	1971/72	1972/73	1973/74	1974/75	1975/76	1976/77
Commercial Training	69 80	40	FM 148,002 PM 69,319	174,120 51,104	151,050 64,250	160,868 67,630	168,268 70,520	171,634 71,565
Commercial Vehicle Driving	109	3	FM 1,286 PM 2,350	1,000 2,350	725 3,030	772 3,170	808 3,290	824 3,355
Cook Training Pre-Apprenticeship	54	20	FM 3,831 PM 2,095	8,175 2,565	8,755 3,310	9,324 3,465	9,753 3,590	9,948 3,665
Custom Dressmaking and Alterations	104	28	FM 2,689 PM 562	5,225 562	4,535 725	4,830 760	5,052 790	5,153 800
Dining Room Service	56	10	FM 2,904 PM 2,271	2,900 2,271	2,700 2,930	2,876 3,065	3,008 3,180	3,068 3,245
Drafting General	64	40	FM 4,149 PM 5,831	6,320 5,831	1,700 7,520	1,811 7,870	1,894 8,165	1,932 8,330
Drafting Refresher	138	20	FM - PM -	2,475 -	6,300 -	6,710 -	7,018 -	7,158 -
Dry Wall Tapers	67	* 8	FM 1,672 PM 187	1,230 187	800 240	852 250	891 260	909 265
Electrical Drafting	209	40	FM 1,747 PM 435	- 435	- 560	- 580	- 600	- 615
Electronics	71	48	FM 14,748 PM 19,120	21,675 19,120	21,900 24,664	23,324 25,820	24,396 26,775	24,884 27,310
Electronic Data Processing I	92	8	FM 677 PM 15,184	1,850 15,184	2,270 19,590	2,418 20,510	2,529 21,270	2,579 21,700
Electronic Data Processing II&III		11-8 111-8	FM 688 PM 1,026	150 -	- -	- -	- -	- -
English as a Second Language	T 77 Co 78	24	FM 230,299 PM 98,715	193,665 53,538	165,000 68,065	175,725 71,265	183,808 73,900	187,485 75,380

\* Shorter than simulation periods

## of Applied Arts and Technology

## TRAINING DAYS

FM FEDERAL MANPOWER  
PM PROVINCIAL MANPOWER

MANPOWER RETRAINING PROGRAMS	MODEL CODE	LENGTH	1971/72	1972/73	1973/74	1974/75	1975/76	1976/77
English for Provisional Tradesmen		20	FM - PM	1,935	-	-	-	-
Fashion Design & Patternmaking	103	32	FM 2,431 PM 867	7,140 867	6,090 1,120	6,486 1,170	6,784 1,215	6,919 1,240
Fast Food Service Cooks	144	* 8	FM 318 PM -	- 52	- -	- -	- -	- -
Film Assembly	216	*12	FM 714 PM -	260 -	- -	- -	- -	- -
Fur Business and Manufacturing	106	40	FM 3,695 PM 119	3,375 119	3,345 150	3,562 160	3,726 170	3,801 175
Furniture Refinishing & Repair	107	32	FM 1,754 PM 780	2,705 780	4,065 1,000	4,329 1,040	4,528 1,060	4,619 1,070
Furniture Upholstery & Repair	108	40	FM 5,880 PM 2,384	11,290 2,384	13,635 3,075	14,521 3,150	15,189 3,210	15,493 3,230
Hairstyling for Barbers	220	* 6	FM 453 PM -	1,290 -	450 -	479 -	501 -	511 -
Heating Technician	58	40	FM 1,825 PM 159	3,825 159	4,900 205	5,219 230	5,459 245	5,568 250
Heavy Construction	65	7	FM 2,191 PM -	- -	- -	- -	- -	- -
Hospital Food Supervisor	141	24	FM - PM -	- -	- -	- -	- -	- -
Hospital Orderly	100	20	FM 1,739 PM 1,325	2,730 1,325	3,350 1,710	3,568 1,790	3,732 1,860	3,807 1,910
Industrial Power Sewing	105	24	FM 10,157 PM 2,302	19,785 2,302	10,230 4,130	10,895 4,325	11,396 4,490	11,624 4,530

\* Shorter than simulation periods

THE GEORGE BROWN COLLEGE

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FM FEDERAL MANPOWER  
PM PROVINCIAL MANPOWER

TRAINING DAYS

MANPOWER RETRAINING PROGRAMS	MODEL CODE	LENGTH	1971/72	1972/73	1973/74	1974/75	1975/76	1976/77
Industrial Production Orientation	122 123	9	FM 2,208 PM -	8,325 -	4,325 5,040	4,606 5,368	4,818 5,615	4,914 5,727
Instrumentation Mechanic	51	40	FM 3,393 PM 1,581	6,470 1,581	5,200 2,040	5,538 2,135	5,793 2,210	5,909 2,260
Inventory Control Warehouseman	114	24	FM 7,908 PM 565	11,295 565	7,970 730	8,488 790	8,879 840	9,056 860
I.T.U.	221	-	FM 9,000 PM -	- -	- -	- -	- -	- -
Lathe Operator	61	*12	FM 733 PM 152	960 152	- 200	- 215	- 225	- 230
Machine Shop	60	40	FM 5,810 PM 2,699	12,125 2,699	9,615 3,480	10,240 3,640	10,711 3,780	10,925 3,855
Marine Engineers	62	*15	FM 818 PM 167	- 52	- -	- -	- -	- -
Marine Navigation Officer	63	*15	FM 2,428 PM 400	- 45	- -	- -	- -	- -
Nursery Aide	101	16	FM 2,256 PM 1,339	3,660 1,339	3,820 1,730	4,068 1,795	4,255 1,865	4,341 1,915
Occupational English	119	6						
Offset Printing	73	40	FM 9,116 PM 3,320	17,675 3,320	13,995 4,280	14,905 4,350	15,590 4,500	15,902 4,550
Offset Printing for Letterpressmen	74	12	FM 2,745 PM 1,044	900 1,044	450 1,340	479 1,370	501 1,420	511 1,450

\* Shorter than simulation periods



## of Applied Arts and Technology

FM FEDERAL MANPOWER  
PM PROVINCIAL MANPOWER

## TRAINING DAYS

MANPOWER RETRAINING PROGRAMS	MODEL CODE	LENGTH	1971/72	1972/73	1973/74	1974/75	1975/76	1976/77
Oil Burner Servicing	57	20	FM 3,304 PM 1,135	3,700 1,135	3,395 1,460	3,616 1,530	3,782 1,580	3,858 1,610
Orientation	133	* 9	FM 275 PM	-	-			
Packing House Production Meat Cutter	224	* 4	FM 500	-	-			
Photo Composition & Paste-Up	217	*12	FM 1,689 PM 21	240 21	- -			
Photo Reproduction	215	*12	FM 297 PM	-	-			
Preparation for C. of Q.- Electrical	171		PM -	1,500 add on to electronics	-			
Preparation for C. of Q.- Plumbing		10	FM -	1,500	-			
Protection and Security Services	200	8	FM 1,394 PM 19	3,000 19	2,925 -	3,115 -	3,258 -	3,324 -
Refrigeration and Air Conditioning	50	34	FM 6,727 PM 2,999	11,030 2,999	10,390 3,870	11,065 4,050	11,574 4,200	11,806 4,285
Retail Meat Cutting	55	20	FM 5,041 PM 1,849	5,925 1,849	5,060 2,385	5,389 2,500	5,637 2,590	5,750 2,640
Screen Process Printing	72	40	FM 1,647 PM 511	3,010 511	4,780 650	5,091 680	5,325 705	5,431 720

\* Shorter than simulation periods



## THE GEORGE BROWN COLLEGE

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## TRAINING DAYS

FM FEDERAL MANPOWER

PM PROVINCIAL MANPOWER

MANPOWER RETRAINING PROGRAMS	MODEL CODE	LENGTH	1971/72	1972/73	1973/74	1974/75	1975/76	1976/77
Ships Cooks	146	* 6	FM 1,168 PM 115	900 115	1,200 150	1,278 165	1,337 175	1,364 180
Signwriting	112	40	FM 1,690 PM 1,408	4,555 1,408	4,700 1,810	5,006 1,895	5,236 1,965	5,340 2,000
Tractor Trailer Driving	110	4	FM 2,557 PM 4,575	1,830 4,575	3,090 5,900	3,291 6,170	3,442 6,405	3,511 6,535
Varitype Operator	75	16	FM 83 PM 1,268	-	-			
Welder Fitter	52	40	FM 7,563 PM 7,005	17,350 7,710	16,825 9,945	17,919 10,410	18,743 10,800	19,118 11,070
Welder Fitter Refresher	212	*20	FM 1,646 PM	1,350	600	639	668	682
Welder Operator	53	*20	FM PM 1,576	1,576	2,033	2,130	2,210	2,270
Registered Nursing Assistant		36	FM - PM	1,550	4,675	4,979	5,208	5,312
<u>PROPOSED COURSES:</u>								
Apartment Building Superintendent		20	FM - PM -	-	3,200 200	3,408 240	3,565 260	3,636 275
Industrial Maintenance Mechanic			FM - PM -	-	150	175	185	190
Electronic Component Assembler			FM PM		150	175	185	190

\* Shorter than simulation periods

## THE GEORGE BROWN COLLEGE

47.

## of Applied Arts and Technology

FM FEDERAL MANPOWER  
PM PROVINCIAL MANPOWER

## TRAINING DAYS

MANPOWER RETRAINING PROGRAMS	MODEL CODE	LENGTH	1971/72	1972/73	1973/74	1974/75	1975/76	1976/77
Electronic Component Assembler			FM PM		150	175	185	190
Stationary Engineer		40	FM PM		2,400 600	2,556 635	2,674 655	2,727 670
Gas Burner Servicing								
Painting & Decorating	to 158	*16	FM PM		960 400	1,022 430	1,061 445	1,091 450
Metal Siding Installer		8	FM PM	880	2,800 360	2,982 380	3,119 395	3,182 405
Carpentry		40	FM - PM	-	3,200 160	3,408 180	3,565 190	3,636 195
Bartender		15	FM - PM	400	3,800	4,047	4,233	4,318
Barbering								
Plastering Pre-Apprenticeship								
Plumbing Pre-Apprenticeship								
Sheet Metal Pre-Apprenticeship								

\* Shorter than simulation periods

## Part-Time Enrolment

The College has always considered part-time courses to be an important method of helping members of the labour force to upgrade their skills and qualifications. These courses are scheduled throughout the day although the main concentration occurs in the evening. The College has experienced increasing demands for skill courses during the past year and it is anticipated that there will be a steady increase in enrolments over the next five years.

CONNECT/CAMPUS MODEL (CAMPUS VIII)

For the past three years the College has used the consultative services of the Systems Research Group to prepare the computer print-outs required by the Ministry of Colleges and Universities.

Connect/Campus was originally conceived as a set of computer language statements to represent the measurable characteristics of space, students and staff of a full-time post-secondary institution. At George Brown College less than one fifth of the student population is registered in post-secondary programs. Attempts have been made to arrange the data on part-time, retraining and apprenticeship courses to fit the Campus VIII constraints. However, only partial success has been achieved. Some major difficulties encountered in using Campus VIII have been:

- correct staffing cannot be represented because the Model is limited to 200 resource combinations and George Brown College needs at least 400
- data related to the College budget (fiscal year April to March) must be altered to fit the Model year (September to August)

- purchases of College services are computed on the basis of student training days which must be converted into student enrolments for Campus VIII. The conversion process introduces an error of about 10%
- validation of the data base takes approximately 12 months

#### Recommendations about the Connect/Campus Model

- parameter limits should be established to avoid waste of computer and staff time involved in detecting and checking errors
- simulation is too detailed for current management needs. Data should be aggregated to meet short-range (1 - 3 yr.) planning requirements of College administrators
- a capacity for running simulation modules independently should be established

- a dynamic model should be constructed which exhibits both long and short-range planning characteristics. Specifications for the model should be established jointly by the Colleges and the Ministry of Colleges and Universities.
- for management purposes the print-outs should be on an "exception only" basis
- compatability of activity coding should be established amongst all users of College data

PROGRAM EVALUATION AND PLACEMENT

College records show that most graduates are placed in jobs closely related to their programs of studies. Although the main responsibility for placement rests with the teaching divisions, other agencies, such as, Canada Manpower, participate effectively in the process.

The College recently appointed a placement liaison officer to examine ways in which students can be helped to plan their careers and, after graduation, assist the College in program evaluation. It is expected that sampling techniques will be used to make longitudinal studies of the career paths of graduates.